FSC-48-B	3/10/98
SUBJECT: WINSTON No Bull 5 - Round 2	

DISTRIBUTION:

X	AVP	X	KAM	X	DM
X	RSM	X	AM	X	RM
X	RBM	X	AE		Sales Rep
X	ROM				Retail Rep

Objective: Communicate details of the "No Bull 5" second round materials and a new Retailer Awareness Sweepstakes Program.

Purpose: Ensure "No Bull 5" second wave materials are placed in Partners accounts in a timely manner due to short timeframe prior to the Charlotte 5/24/98 race.

- "No Bull 5" sweepstakes has currently generated 470,000 entry ballots from consumers. To continue the momentum created by the Daytona race, we will use Round 2 materials specific to the Charlotte race.

Direct Store Delivery:

- All Round 2 materials will be delivered beginning the week of 4/1/98.
- Two different "No Bull 5" DSD kits being shipped to our Partners in the following segments: RS, CS, BI, CN, GK, GS, LQ, SF, TB.

Partner Independents and Chain CTS Kit:	Partner Chain Kit:
Easel Card with Ballot	Easel Card with Ballot
Paster	Paster
Decal	Decal
Letter from WINSTON Brand	Letter from WINSTON Brand
Banner	"No ID, No Bull, No Smokes" Decal
Dangler	
Change Mat	
"No ID, No Bull, No Smokes" Decal	

- WINSTON Cup racing video will be included as a thank-you gift for the retailers.
- Ballots in DSD kits are the same as Round 1 but are valid for the entire year.
- A decision was made to develop two different DSD kits to better target the needs of retailers.
- Additional PDI items available for chain accounts who will place them. Every effort should be made to ensure these items are sold as a "turnkey" process with the chains. Items are:
  - Banner, Item #543584
  - Change Mat, Item #537323
  - Danger, Item #543572

  (Items allocated at sales area level)

3/16: VM SENT TO KAMS/AMS cc: Bill - ADVISE JANET OF YOUR NEEDS

- It is imperative we notify retailers of upcoming delivery and ask their assistance in placing the "No Bull 5" Round 2 pieces. There is a short window of time to expose the newest "No Bull 5" drivers, qualified in Daytona, for the upcoming Charlotte race on 5/24/98.

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Retailer Sweepstakes:(except in MA, VA, ME)

- Objective of the retailer sweepstakes is to educate the retailers about the "No Bull 5" promotion so they will be able to explain it to consumers if asked.
- Sweepstakes entry forms will be delivered to the ROUs the week of 3/9/98 for distribution to Sales and Retail Representatives. Y Eileen mailed 3/17/98
- Sweepstakes should be offered to retailers who are RJR Partners Accounts and stores participating in the "No Bull 5" promotion.
- Retailers will be entered in the sweepstakes by filling out the answers to the "No Bull 5" questions on the response card and mailing the completed entry form prior to 6/15/98.

Program Contact: Lori O'Connor, extension #3019

R. J. REYNOLDS TOBACCO COMPANY

518556 9288

Source: https://www.industrydocuments.ucsf.edu/docs/jhhn0000

To: Noonan, R, Alessandra, C, Ridge, Robert, Burrows, Robert, Smith, Richard A., Cote, Raymond A., Leonard, John M., Norris, Chuck H., Sheft, S N., Macleod, Stephen, Beard, R L., Steele, Robert R., Coslett, Job H., Page, Cynthia, Eckardt, Diane C., Salerno, Joseph S., Sheltra, Marlowe, Close, Scott P., Bain, Georgia A., Tisinger, Michael D., Haskin, Susan J., Huntoon, Lynne D., Howard, M S., Neaf, D M., Morris, M E., Levenstein, Howard S., Davignon, Barry A., Thompson, Timothy J., Clary, Nancy A., Miller, D S., Whiting, James R., Patterson, David P., Davis, Robert J., CHICCARELLI, John J., Doak, Donna L., Smith, P E., Martin, Holly G., Pianowski, Robert J., Wallon, Laura J.
From: 1610 - Buffalo ROU (BRZEZIE)
Posted: 3/10/98 9:45
Opened: 3/16/98 11:38
Subject: FWRD: WINSTON No Bull 5-Round 2 (FSC-48

forwarding the following - a copy will be sent to all RR's in this week's mailing...

========== <Forwarded Letter> ==========
From: Davis, Carla C.
To: 1610
Subject: WINSTON No Bull 5-Round 2 (FSC-48-B, 3-
Posted: 03/10/98 08:49
Priority: Normal Priority

Microsoft Mail v3.0 (MAPI 1.0 TransportA) IPM.Microsoft Mail.Note
From: Davis, Carla C.
To: 1000 - North East Sales Area
1100 - Boston Region
1110 - Boston ROU
1140 - Boston Chain
1200 - New York Region
1210 - New York ROU
1240 - New Jersey Chain
1244 - New York Chain
1300 - Philadelphia Region
1310 - Philadelphia ROU
1340 - Philadelphia Chain
1600 - Buffalo Region
1610 - Buffalo ROU
1642 - Syracuse Chain
1645 - Buffalo Chain
1700 - Pittsburgh Region
1710 - Pittsburgh ROU
1740 - Pittsburgh Chain
1742 - Harrisurg Chain
1744 - Cleveland Chain
1800 - Cinncinati Region
1810 - Cinncinati ROU
1840 - Cinncinati Chain
1842 - Louisville Chain
1844 - Columbus Chain
1846 - Indianapolis Chain
Albers, Gary <KAM> 1846
Alessandra, Cheryl <AM> 1645
Battle, Herbert <AM> 1642
Belniak, Mike <KAM> 1140
Bomgardner, Denny L. <KAM>1340
Burke, Helen <AM> 1142
Casabella, Terry <AM> 1842
Coleman, Brian <KAM> 1744
Cunningham, David L. <AM> 1740
Divito, Patrick <AM> 1740

51856 9889

Source: https://www.industrydocuments.ucsf.edu/docs/jhhn0000

Tress, Anthony <KAM> 2148
Trimm, Krysti <AM> 2640
Ward, Jeffrey <AM> 2148
Wass, James A. <KAM>
Weber, Fred <RBM> 2600
Williams, Duane <ROM> 2610
Subject: WINSTON No Bull 5-Round 2 (FSC-48-B, 3-10-98)
Date: 1998-03-10 08:49
Priority: 3
Message ID: DE29D7301CB8D1119FCE00805FE5605F
Conversation ID: WINSTON No Bull 5-Round 2 (FSC-48-B, 3-10-98)
Attachments:
FSC48B.DOC

[[FSC48B.DOC : 3331 In FSC48B.DOC]]

CC: MacWilliams, Lori, Ames, Janet E.

518856 9890

Source: https://www.industrydocuments.ucsf.edu/docs/jhhn0000